

Pet Professional
Alliance of Wichita
gentle care is in paw's reach



Guiding Principles

Founding Purpose

Pet owners are inundated with choices. What groomer do I use? Which trainer? Who can watch my pet while I'm gone?

From friends to hobbyists to self-claimed professionals, hands will raise to answer the call. But with low regulation and no consumer protections in the industry, pet owners are at risk of being convinced to misplace their trust.

There's a battle going on.
But it can't be fought with weapons.

Behind the scenes, a misinformed groomer grabs a dog by the neck and stares her down, thinking that the terrified Yorkie is being "dominant" when she tries to bite. She's just scared.

On Youtube, and even national television, people with no training in science or animal behavior brag about how the sharp metal barbs they have repeatedly applied to an inquisitive pup's neck have turned him into a quiet, unmoving shell. They claim the dog is calm and relaxed. The naive owners are impressed. They trust him - he's the expert, right?

Sadie's owners found a cheap dog walker through an internet post. It's not like it takes a degree to walk a dog! But Sadie slips her collar on a walk and the walker yells and chases her for being naughty. Sadie decides to try to find her owners herself. She doesn't.

This is the world of dog whispering, Craigslist ads, faux experts, and pain-based compliance couched in pseudoscience explanations. This is the battleground.

Consumers deserve better.
So we're stepping up.

We are true industry professionals. Legally compliant, fully insured, expertly qualified, and actively growing our knowledge in our fields - for life. We understand that fear, pain, and domination have no place in humane pet care. We set the standard for pet care in Wichita.

There's a battle going on.
We fight the battle with professionalism, true expertise, and kindness.



Kindness rises to the top.
Pet Professional Alliance of Wichita

Vision

A thriving pet services industry in Wichita that provides quality care based on ethical standards and professional expertise, and is guided by a modern, scientific understanding of animal behavior

Members

PPAW is a group of Wichita area pet care professionals who have aligned themselves to promote professionalism in the pet care industry and positive, humane pet care and training

Mission

To become the go-to resource for Wichita pet owners looking for professional, humane, trustworthy care

Goals

- ◆ Encourage networking, referrals, and support within the alliance
- ◆ Provide continuing education and cross-training within the alliance
- ◆ Educate the Wichita community on humane pet care and training
- ◆ Build consumer awareness of selecting a qualified pet care provider
- ◆ Become a referral source for rescues, veterinarians, and businesses

Ethics

- ◆ Compliant with business law & any required licensure; insured
- ◆ Possess professional certifications, affiliations, and training
- ◆ Handle and train animals with gentle, science-based methods
- ◆ No use of prong, choke, shock, physical punishment, fear, or intimidation
- ◆ Eschew dominance based models of behavior modification
- ◆ Work within professional limits of field-specific expertise

Core Values

PROFESSIONALISM

Our members have all received specialized training in their fields, and voluntarily pursue outside certifications and other professional memberships. Even our minimum membership requirements represent a high bar in the currently unregulated pet services industry. These exceptional standards mean that every member is fully qualified to perform the services they offer.

Professionalism also means knowing the limits of science and of ourselves. Guarantees on behavior? Can't do it. Living animals always have a choice. And if your pet has an issue that's out of a member's area of expertise, you'll get a referral, not a wild guess or an amateur opinion. We don't do amateur.

The truth is that anyone can claim to be a pet care expert. We don't just claim it - we prove it. [Expertise feeds excellence.](#)

TRANSPARENCY

Our members have self-selected to put their businesses under scrutiny. Our vetting process and ongoing mutual accountability provides a strong layer of consumer protection in an unregulated industry.

We are transparent in our policies, our experience and qualifications, and especially in our methods. Many pet owners feel intimidated or unsure questioning the expert they hired, even if they have a bad gut feeling. We believe that consumers have not only a right, but an obligation to ask the hard questions.

Feel free to ask us why we have chosen a technique, how it works, and if there are any less invasive alternatives. We won't be offended. We will gladly explain the science, the reasoning, and your choices. [Ask us anything.](#)

Your pet deserves an ethical care provider.

Core Values

HUMANE CARE

Our members promise to treat all animals in their care with kindness, gentleness, and compassion. We promote low-stress handling, a behavior management method that allows us to carry out husbandry tasks with the animal while helping him feel as safe as possible.

In order to change behavior, we will never use electric shock, prong collars, choke collars, or other devices that function by applying pain. We will never physically punish your animal or intimidate him. These methods are completely unnecessary, and the potential fallout can include fear and even aggression. Positive reinforcement based training is more effective, and the only potential fallout is a happy, well-trained dog. Any trainer who relies on pain to control behavior does not meet our standards of professionalism.

Your pet's physical and mental well-being is our job. *We keep pets safe and sound.*

EDUCATION

We never stop learning. Our members are dedicated to ongoing education, staying on top of their fields to ensure superior care for your pet. We never assume that we know it all, or that the techniques we learned a decade (or three!) ago are the best choice today.

Critical thinking and a foundation in science are how we judge our tools, techniques, and beliefs. We don't need pop psychology, anti-intellectual speculation about "dominance", or might-makes-right justifications.

We seek to educate the public and so improve their lives. Our vision for the Wichita community is one of empowerment. We hope that someday, all pet owners will understand the importance of quality care, respecting our pets' emotional needs, and positive training. *Knowledge is our gift.*

Your pet deserves an ethical care provider.